

ABSTRACT OF THE DISCLOSURE

In a commodity data management apparatus, a communication unit receives purchase commodity data of each customer in time series from a commodity data input and output apparatus. A data analysis unit determines a tendency of purchase commodity of each customer according to the purchase commodity data received. The communication unit sends commodity presentation data based on the tendency of purchase commodity to the commodity data input and output apparatus of the customer. The commodity presentation data is usable for the customer's next purchase. In the commodity data input and output apparatus, a communication unit receives the commodity presentation data, and a display unit displays the commodity presentation data to the customer.